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Sent via E-Mail

July 24, 1997

To: Division Managers Key Account Managers
Retail Managers Account Managers
Sales Reps Retail Reps

RE: Adjustable Pole Display Brand Loads

Ladies and Gentlemen,

Over the last year the Region has utilized standardized Full Price Display planograms to load our displays. While there were some localized deviations to the planograms, this tactic was successful due to the limited number of display configurations at retail.

Due to the increased flexibility of our new APD display, numerous display configurations could be placed at retail. This dynamic makes it difficult to set FPD load plans at the Region level.

As these new displays are set at retail, the following guidelines should be followed relative to FPD brand load planograms.

- Buffalo Region KAM's/AM's should supply APD planograms to Retail Reps for their chains. For outside handled chains, utilize planograms supplied by KAM's and AM's that operate out of another RJR region. If no planogram is supplied, Retail Managers should assist in determining the load plan.
- Sales Representatives should determine APD load plans for stores they are responsible for.

Utilize the guidelines and Regional planogram relative to the Winston Relaunch to assist in developing load plans. It is especially important that the emphasis we have placed in gaining box styles exposure continues due to the significant industry growth of the box category.

Sincerely,

Fray

Fray Natale, RBM

cc: Bill Roth
Stephen MacLeod

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